



PRESS RELEASE

LAUNCH OF INTERNET BANKING - LVB inet

The Lakshmi Vilas Bank Limited is a fast growing, progressive and technology driven old generation private sector bank. It has a rich tradition of eight decades in banking built on the strong foundation of values. The philosophy of 'Customer Delight' is pursued by the bank relentlessly as is evidenced by its growing customer base and predominant presence in the retail space.

Lakshmi Vilas Bank today launched the Internet banking facility for its Retail Customers. At a function held in Chennai, the service was launched by the bank's Managing Director, Mr.V.S.Reddy.

Mr. Reddy informed that this is one more technology driven product from the bank, which will enhance the operational convenience of the customers. Banking can be now carried out from the confines of the office or home. The only pre requisite is the availability of an Internet connection.

Besides offering the viewing facility for all retail accounts, the Bank is introducing transfer of funds within the bank through the Internet. This will eliminate the necessity of the customer to come to the bank and do a transaction. This transfer can be done from anywhere in the country or abroad and totally eliminates the necessity of the physical presence of the customer at the branch.

Very shortly the bank proposes to introduce similar facility for the corporate customers with more features. Mr. Reddy informed that the bank is waiting for the guidelines from Reserve bank of India to launch the mobile banking facility.

He said that more such technology driven products are in the offing with sole intention of providing value added service to the customers.

The Bank has implemented unified communications exchange server 2007 and its unified Messaging capability deliver an end-to-end unified communications platform for the bank by combining voice mail, fax, and e-mail in one inbox. Users have the same messaging experience regardless of whether they are accessing e-mail using their workstations, portable computers, or mobile devices.

By deploying a unified communications solution, LVB expects to improve productivity through easy access to information and collaboration tools. Integration will simplify IT management tasks and reduce total cost of ownership.

The Bank has been globally identified by Microsoft as a light house customer for deploying the unified messaging solution and they have released the bank's success story of implementing unified messaging solution as a case study in their global website and published worldwide.

S.VENKATESWARAN

DEPUTY GENERAL MANAGER

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